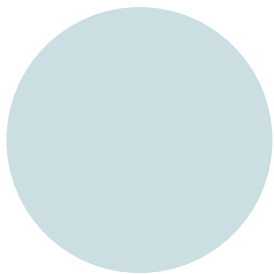


# Alliance Education System

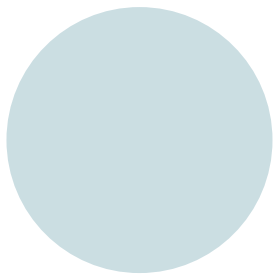


# Table of Contents



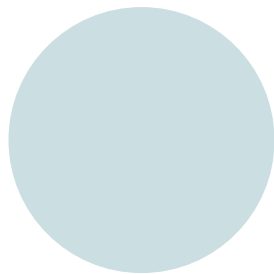
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Overview



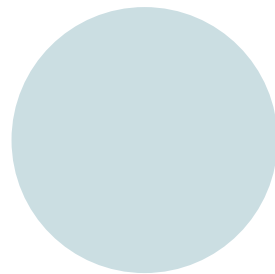
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Statement of Interest



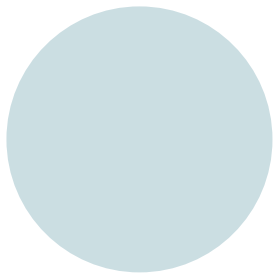
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How It Works



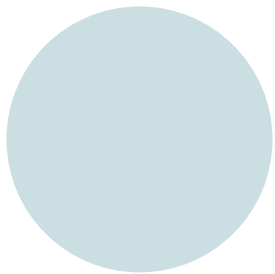
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Research



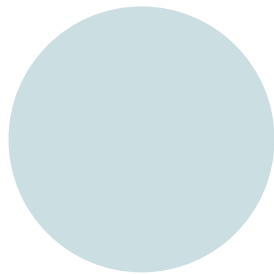
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Inspiration



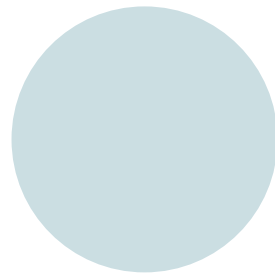
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Competitive Analysis



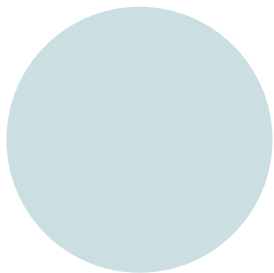
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Competitive Matrix



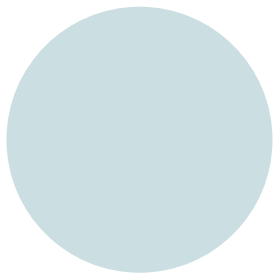
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Personas



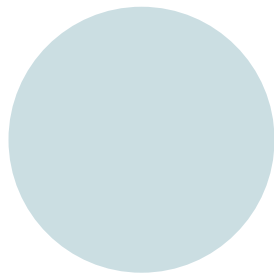
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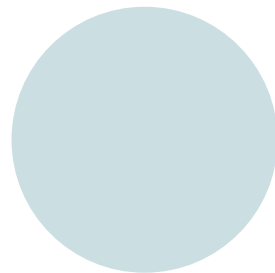
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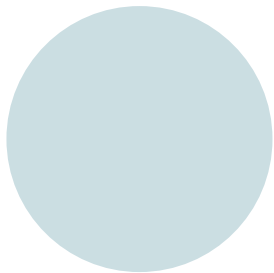
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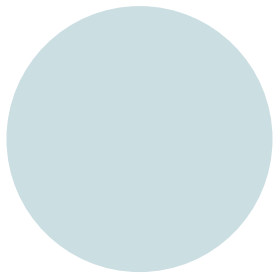
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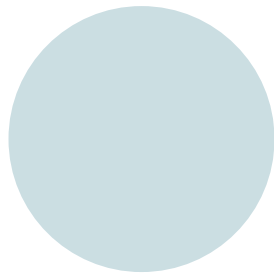
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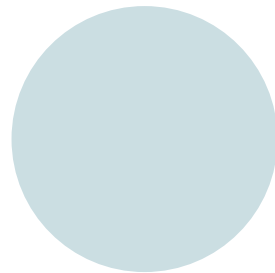
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Title

# What Is Alliance Education System?

Alliance Education System, or Alliance for short, is a next generation education tool consisting of web, tablet and surface interfaces working coherently to bring forth a better system of education.

The idea behind Alliance is the need for an improvement in the way education is currently handled and how to facilitate it. Utilizing Alliance will allow more collaboration between teachers and students, increasing communication and understanding from all involved.



## Alliance Education System

# Statement of Interest

Education is the basis of my life. I have been in school for the past 18 years, going straight from high school, to college, to AAU without stopping. I have a passion for education, not just because I've been in it for so long but because I want to continue to be in it in the future as a professor.

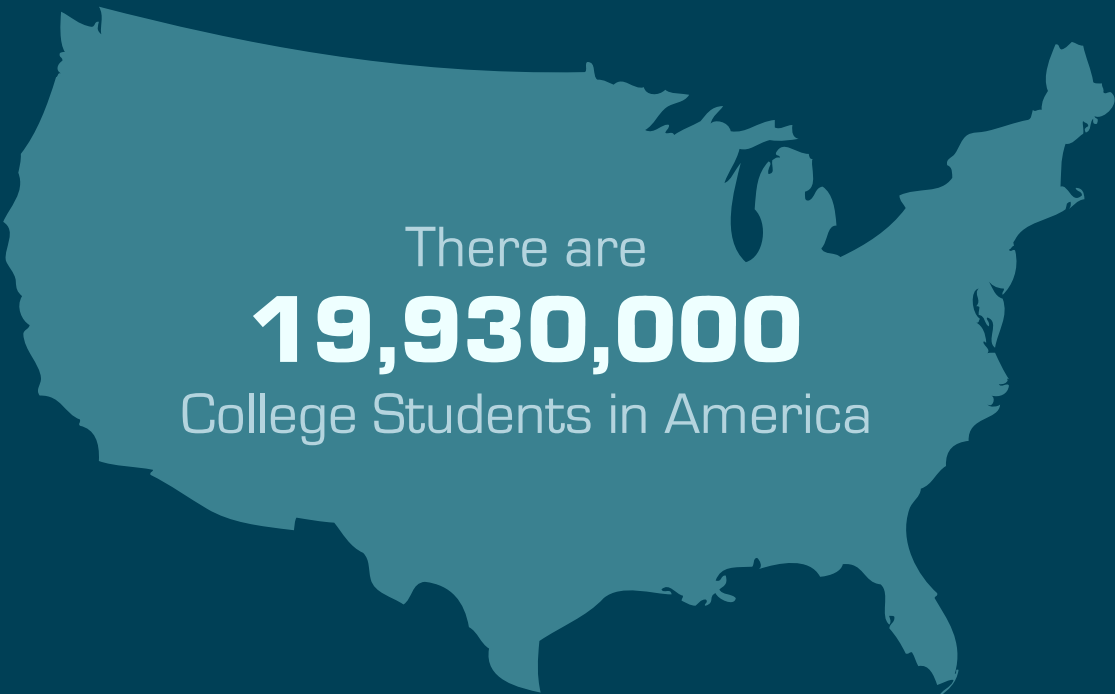
As education is right now, it needs some improvement to encourage students to be the best they can be in whatever they choose to pursue. I want to use Alliance to help foster a thirst for knowledge and learning in younger generations, to give them the information they need and the ability to achieve their dreams. If we focus on teaching students knowledge that they'll continue to hold, rather than teaching for a test, we can make better students and make future generations more passionate about learning.

I would love to see this used to make the education system better for all involved and to see it inspire growth and innovation to create a better world.

*“Education needs to be changed and I would like to bring about that change by the time I begin teaching.”*

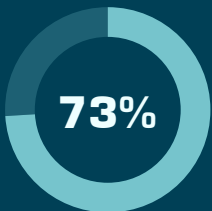
# How It Works

# College Student Research

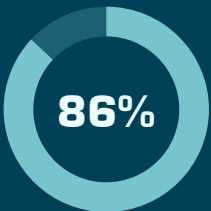


The average student spends  
**\$25,575**  
on education per semester

**75%**  
of college graduates say the education system  
needs major changes or completely rebuilt



are full-time students

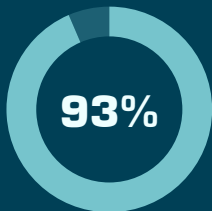


are 18-34 years old

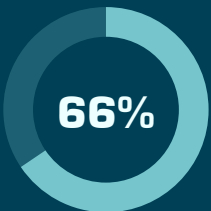


take at least 1 class online

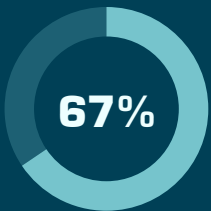
**62%**  
of students want more learning-  
management system use



own a cell phone



own a laptop computer

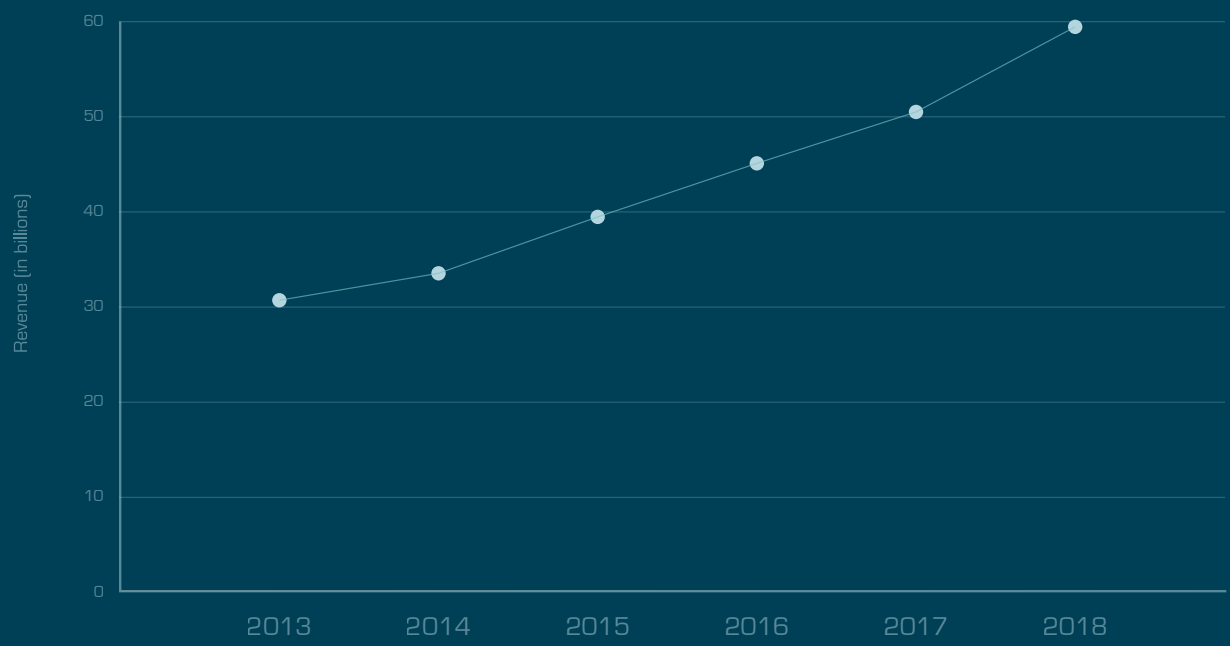


of educators say online education  
can be as effective as face-to-face.

**60%**  
of students want more use of  
online collaboration tools

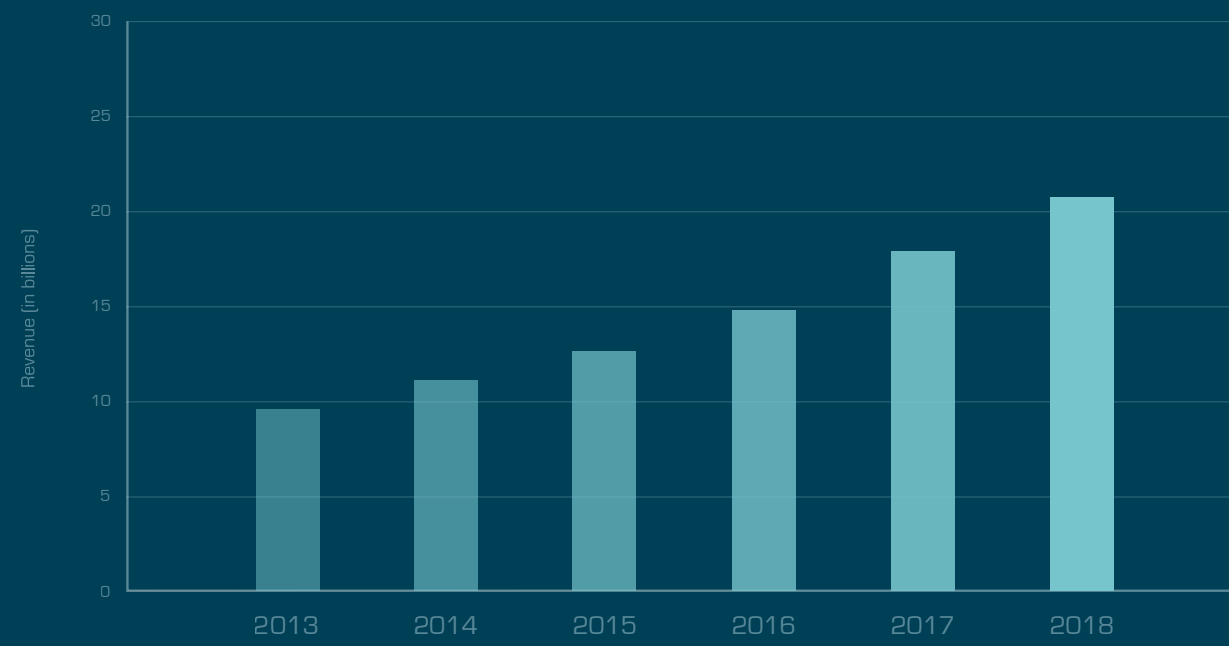
# Education Market Research

## Smart Classroom Market



The Smart Classroom market is projected to grow from \$31 billion in 2013 to almost \$60 billion by 2018.

## Educational Systems Market



Within the Smart Classroom market, the Educational Systems portion is estimated to grow from \$9.67 billion to almost \$21 billion.

# Inspiration



# Competitive Analysis

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## Blackboard

### Learn

Blackboard Learn is a Learning Management System that tries to impact every aspect of education through use on any device.

### Collaborate

Blackboard Collaborate is a system made specifically for conferences and collaboration.

#### Pros

- Comprehensive grading tools
- Detailed evaluations
- Covers multiple devices

#### Cons

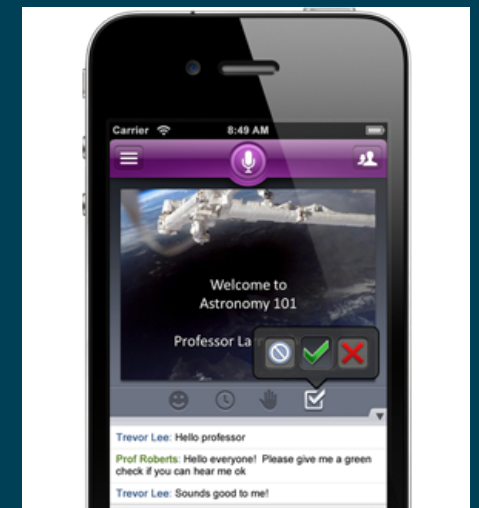
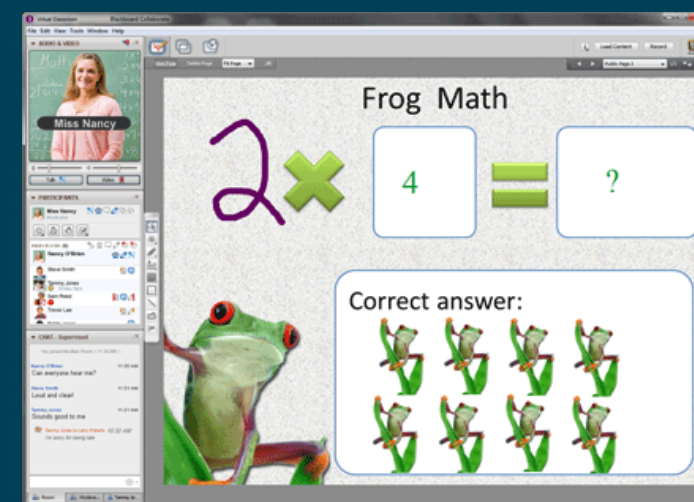
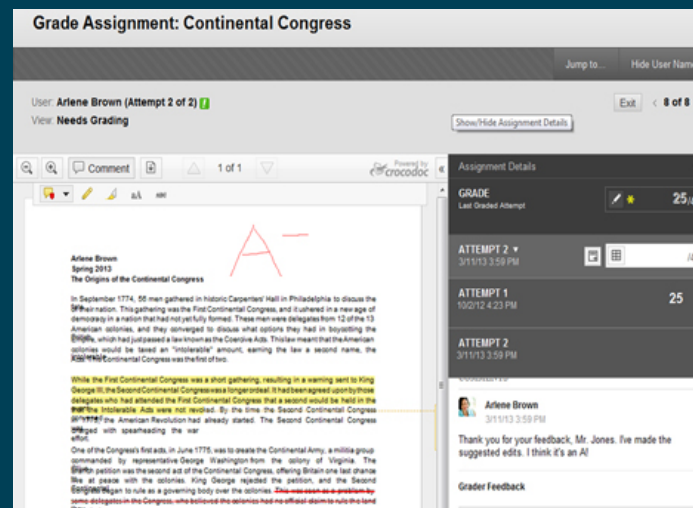
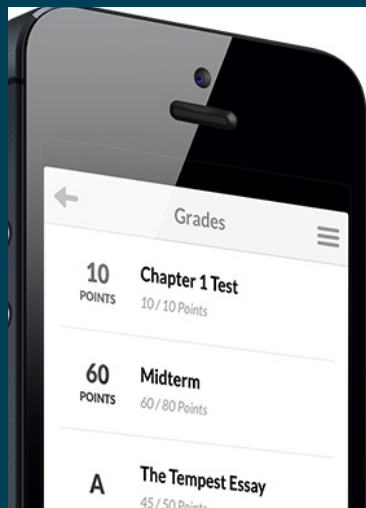
- Overwhelming amount of information and things to do
- Only online and not an in-class system

#### Pros

- Integration with Learn
- Interactive whiteboard
- Voice authoring

#### Cons

- Complicated to host a session
- Too many possible tools to think about when hosting
- Unappealing design



# Moodle

Moodle is an open source platform to create personalized learning environments for educators, administrators and students.

## Pros

- Customizable
- Has a section for all kinds of users

## Cons

- Too many options
- Only semi-responsive
- Unappealing design



# Nearpod

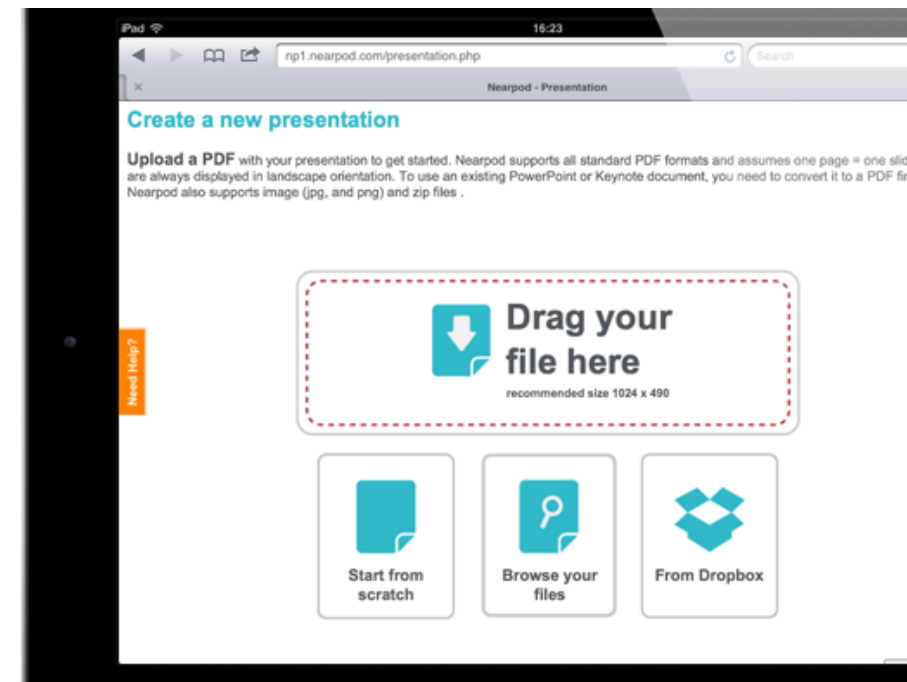
Nearpod is a collaborative presentation tool that can be used to create and share content on multiple devices.

## Pros

- Create interactive presentations
- Share supplemental content
- Control student activity
- Realtime student feedback and collaboration

## Cons

- Can only share mobile-to-mobile
- Difficult to multi-task during presentation



# Competitive Matrix

Features

	Blackboard Learn	Blackboard Collaborate	Moodle	Nearpod	Alliance Education System
Calendar	●		●		●
Chat/IM		●	●		●
Real-time questions				●	●
Check grades	●		●		●
Class discussion forums	●		●		●
Interactive whiteboard		●		●	●
Notifications	●		●		●
Personal profile page	●		●		●
Badges and achievements	●		●		
Course enrollment	●		●		
Course evaluations	●		●		
Instant grading					●
Inline grading	●		●	●	●
Gradebook	●		●		●
Create presentation	●		●	●	●
Share presentation	●		●	●	●
Interactive lesson				●	●
Share supplemental content	●		●	●	●
Control student activity				●	●
Take attendance	●		●		●
Create tests/quizzes	●		●	●	●



**Chatty Cathy**

On-Campus Art Education Student



**Focused Fiona**

Graphic Design Professor

# Chatty Cathy

## On-Campus Art Education Student

### Description

Cathy tries to pay attention in class but often forgets what was covered later in the week. She also has trouble remembering the homework when she needs to complete it. She needs a way to stay focused and get all of the information later on her own time.

### Quick Facts

- 20 years old
- Loves to text
- Uses tech for social media
- Enjoys going to the park
- Lives in San Francisco

*"I need to stay focused in class and after so I can succeed."*

### Education Style

Cathy prefer hands-on learning and always has to try something for herself before she can fully understand it. She likes to have one-on-one time with her professor when it's available to be able to get constant feedback and improve her work.

### Technology

Cathy always has her phone with her and lives for social media. She uses Facebook, Twitter, Instagram and more. If it's social, Cathy's tried it at least once. She texts her friends on a regular basis and loves to know what's going on at all times. When at home, she's on her computer, still checking social media.



# Chatty Cathy

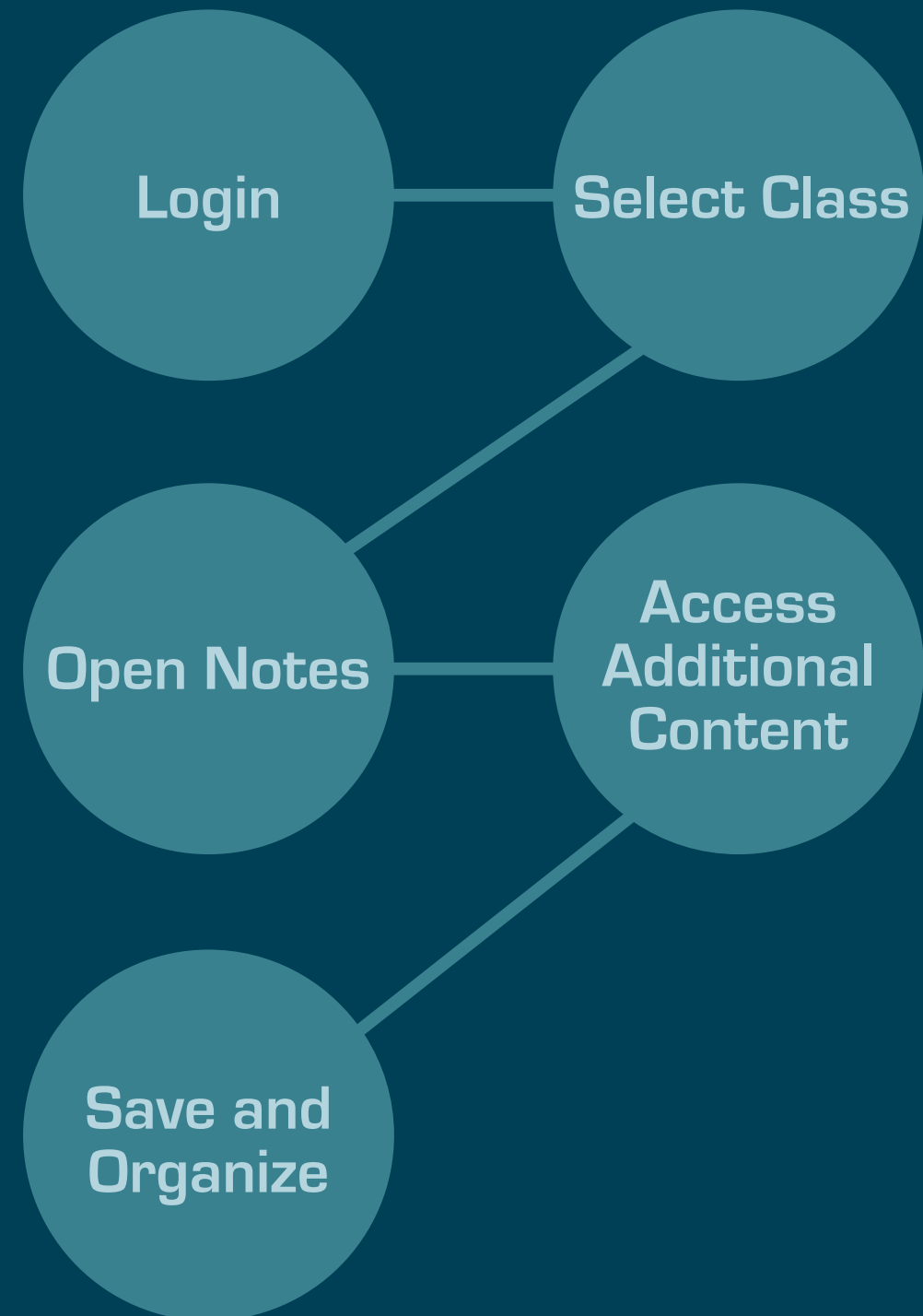


## Scenario

Cathy is in class and needs to take notes and make sure she gets everything necessary for doing her homework at a later date.

## Task

Take notes in class, open and save additional content, and organize the information within class folder.



# Focused Fiona

## Graphic Design Professor

### Description

Fiona is passionate about education and sharing her knowledge with her students. She is always ready for her lessons, knowing exactly what she wants to show to best help her students learn. Fiona teaches one on-campus class each semester but primarily focuses on distance learning with students all over the country.

### Quick Facts

- 36 years old
- Likes doing photography in spare time
- Takes pride in always being prepared
- Loves everything tech
- Lives in San Francisco

*"I want to give my students everything they need to succeed in the future."*

### Education Style

Fiona likes to give her students everything they need to succeed in her classes and beyond. When she can, she gives extra content to help their understanding of the subject matter. She loves to stay organized and that shows in how she teaches.

### Technology

Fiona keeps up with the latest technology and loves to test what she can. She takes pride in learning what is new in the industry so that she can adapt her teaching methods to try to keep it as current as possible for her students.

# Focused Fiona



## Scenario

Fiona wants to be able to run her class smoothly from start to finish, while giving her students everything they need to know for the lecture.

## Task

Have a smooth class session by taking attendance, giving the lecture and supplemental content, and give a quiz at the end.

